Stom Cell System Business forecast

FOR OUTSIDE COUNSEL ONLY

CONFIDENTIAL

29, 104 11, 695 572, 116 20.03 20.03 20.03 \$16, 360 \$17, 642 \$429, 657 \$463, 309 201 \$75,048 \$70,321 \$77,505 \$46,881 Fro 10,716 \$0.0x 11,642 80.0X 80.0X 81,253 81,253 81,750 \$78.134 20.03 20.03 20.03 165, 201 145, 174 \$260,515 \$60,01 \$48,850 \$26,054 \$12,657 \$97,770 123 243 114 481 1297 977 132,449 8143, 294 frog 31,066 113.XL 45.0x \$163,056 \$30,940 \$16,512 \$20,640 \$4,192 \$206,401 1888,752 17, 201 18, 462 17, 713 1,000 1,00 112,158 \$96,412 167'078 9,537 7,059 229,921 70.07 4.04 195'63 23X 122,765 77.0x 14,415 12,345 12,956 10,007 121,518 \$1,453 74.00 \$1,074 \$574 \$1,917 6,359 12, 289 1318 14, 790 17, 397 87,178 6,104 5,729 159,667 \$1,00 \$1,001 \$1,001 \$1,001 \$1,522 \$7 \$222 25x (\$2,913) \$229 5, 181 13, 054 2 3 (82,73) 3 3 3 3 3 3 2 2 2 3 (M) 3,906 (\$2,350) 23 3 3 3 3 3 8 8 8 \$230 \$230 \$230 \$330 3,125 (81,450) 15.07 \$26,516 25.07 \$26,516 25.03 \$41,010 15.03 \$148,150 3 3 00 3 3 3 3 3 2 ξg 3 12,500 Unit Sales # AutoMis # AlloMis # PostChemos/Gene Ix Total Units IIS Sales # AutoBNIs # AlloBNIs # PostChamos/Gere Ix 12 24 (actitates) | 1 mm tet Product Contribution # PostChemos/Gens Tx Allobeta PostChemos/Gene Tx Cost of fales Cost of Belse (1000s) roce \$ Sales (1000s) Peretration Rates # Autobris # Aliobris Marketing & Sales General & Admin Research & Dev Stem Cell System oes Hargin

Plaintiffs' Trial Exhibit 79 94-105-RRM

Page 1 BPREVSC.XLS 12/16/91

C095962

DEPOSITION EXHIBIT

C0009596: Murdock

Steam Cell System Business Forecast FO

CONFIDENTIAL FOR OUTSIDE COUNSEL ONLY

-		1	2	20		170	4495	9049	£0.4	104	000		
Europe					1							3	51.
& AutothTa	35x			-	4.801	1	1	0 617	1	1	1	- 1	1
8 Alloants	11	077.7	4, 925	177.5	6.00	9 710	1	1	34,0		200	23,203	20, 00
# PostChescos/Gene Ix	201		١	10	13.1 064	1	1	220 055	1	ļ	1	- !	1
		L				1	1	1	1	1	1	- !	- (
Penetration Rates													-
# AutoMTs		0.0K			1.55			1	10 37		1	l	
# Alloanta		0.0x	0.0x		0.0	7.51	10 51	10.07		10.00	10.04	(0.0x	70.0X
8 PostChomos/Gene Tx	Ī	0.0			O Pro		1			1	1	1	
				-				1		70.01	35.00	1	
Unit Sales					-								
# Autokita		0	0	0	u	L	1,14	L	1	1	010 11	1	
# Alloants		0	٥	0	9	505		1		1	1	1	1
# Postthemos/Gans Tx		9	٥	٥	-	5.988	1	1	1	1	1	١	1
Total Units		0	٥	0	2	26.95	16.637	178 05	105 12	111, 204	9/0 071	818	7007
							1	1	l	1	1	1	I
balce.	rangler	price = US	price	100%									
# Autobile		01	ŝ	10	8183	\$1.144	199 29	151 151		422 453	103 640	210 316	
# At loants	-	3	3	90	3	\$1,264	\$2,806	\$4,228	110 370	W71 515	74 018		704 700
# PostChemos/Gene Tx		9	93	10	2	816,969		\$66.220		711 8768	077 478		1
TOTAL		3	3	9	8183	617,377	\$41,592	109 668		\$264,014	2110071	170 976	257 AV
PRESENTACIONE DESCRIPTION OF THE PROPERTY OF T	z	2	3	0.	2	117,029	240,750	107 700	\$175,398	\$500,294	1392,110	H70,376	1564,502
I Cost of Colos		W 0			26.00	1	1	1		1			
2000	344				43.00	75.0	- 1	- 1	- 1	- 1			20.02
20100	1		3		3	M.037	10,702	122,450	130,580	\$58,862	\$76,422	10, 075	\$112,900
Gross Margin		9	3	08	\$118	\$12.772	\$30.078			4221 442	4715 448		1
X Gross Margin		N/A	M/4	H/A	70.01	20.02	76.0X	77.01	78.0X	X0 &	20.00	100	200 00
													1
Hartet Ing & Sales	Z	2	3	\$200	200	\$5,859		\$29,263	\$\$2,620	\$64.085	\$117 433		151 0412
General & Actain	Z		3	\$ 150	814	\$1,162		87,809	\$14,032	\$22,424	\$31.369		076 578
Research & Dev	2	3	\$750	\$1,000	115,11	63,203	_	\$10.761	\$17.540	\$26.029	810 211		454 450
Royalties	×	0.5	2	2	9	1151		\$2,928	15,262	607 63	\$11,763	111, 218	\$16,935
			1000	1000									
Product Lontribution	900	ONC.	1	(000719)	12,357	1,637	2007	\$24,375	147,358	878,482	\$113,712	\$136,409	\$163,706
72													
- A	35.0X												The same of the same of
· ·	Z OX	259,013											-
			-					-	Annual Property and Personal Property and Pe		•		

C00596

CONFIDENTIAL FOR OUTSIDE COUNSEL ONLY FOR OUTSIDE COUNSEL ONLY

225

Japan # AutoMfs # AlfoMfs		2	1	6		702	, a	. 7043	£0.43	90/49	1	-	
# AutoMis					-					R	2	100	101
# Alloania	25x		\$29	701	110	1 221	763	1 000	1	İ	1		
	111	1,000	1,110		7	1 510	SWY	100	1	200	G,	1	2,021
. # PoatChemos/Gens Ix	100	S	33 000	16 100	10 01	100 17	311 47		01013	I	1	7	3,15
							70.7	77.75	70,407	24,306		=	65,59
Penetration Rates			-										
# Autobile		0.0	0.0x	0.0x	0 O	W 0	30 0	100	100	-	1	1	-
# Altonie		0.0x	0.0X	X0.0	0 01		1		10.0	10.0	1		33.01
d Pass Champa Cana To		400					100	40.0	3.0x	B.0x			200
		0.04	0,01	0.01	5	0.01	80.0	0.0x	1.0x	3.01	\$.0x	10.0X	33.03
Init Cales													
	I	-	-	-	1								
# AUTOWALE		9	0	٥	٥	0	٥	61	72	236	559	1,164	1 62
1		٥	٥	٥	٥	•	0	ō	29	181	107	Ī	
# PostChosos/Gars TK		٥	0	٥	٥	0	0	0	505	1 929	1	71	28 27
fotel Unite		0	0	•	٥	0	٥	9	716	2 353	1,30	1	200
Celifro Met & Sales	Irenefer	price - US	price X	\$0.0X									-
# AutoBMTs		80	018	2	3	93	03	\$24	1.00	8 20A	WOY	35/ 10	.01
# Alloweria		3	9	3.0	2	03	01	2	878	62.00	100		100
# PostChemos/Gene Tx		80	98	3	3	9	9	9	15/31	217 68	£7 05A	200	
TOTAL		3	2	2	2	9	08	\$24	8698	82 940	070 08	100	107 643
									Ī			1	
WITH MANY MODES IN SERVICE	7.	91	9	2	=	2	0.8	153	1980	15, 601	68 68	810 210	617 010
												-	
Coat of fales	201	20x	30%	30x	105	SOX	X08	SOX	301	30%		1	105
out of falon		2	2	2	=	3	99	115	97.0	177	W, 630	10,000	818,940
												ŧ.	
Grass Margin		2	2	2	2	9	0.8	812	0778	177'18	64,430	19 605	076 811
X Gross Hargin		K/A	٧/٣	N/A	W/W	N/A	M/A	50x	\$0x	20%	202	20X	203
			-	-								1	
Introduct & Calon	Y.	9	9	8	2	\$250	8200	155	\$1998	7628	1963		A 1 A 0.0
Deneral & Admin	JX.	3	01	9	=	9	3	=	\$28	999	1566	85.76	
Recearch & Dav	22	1250	\$100	8325	8328	\$500	1550	1093	5998	1691	1997	0703	1
oyaltins	ĭ	2	0.5	2	=	9	91	=	126	YVY	100		
												-	1
Net Product Contribution	n Japan	(1220)	(\$300)	(\$43)	(\$200)	(\$750)	(\$1,050)	(81,142)	(1001)	(1220)	12 212	115 97	100 613
	-	21.242											
7.9	352	(1548)										Ī	-
	25%	(671)									-	-	
	151	81,736			-				Ī		-	1	-

0005964

				-									
												x0.0	(nlu) ales Yllayas
												X0.21	Royelty Rete (Lose)
											1	0.8	Jagit Costs to Fight
													MIO J JOHNSON
								L					
						000013	econus ul	TATE BAXEST	1104 1.8.6	Int south	1100 TUJA	3 411148	\$6,000 03
					UVON	L bne ego1	nd nl nets	iv 11e.	foralty; .	1111a Yed	1000) 7 Uj	11 41 61	Scenerio2
						neget	of soubong to	SECOND !	in Europe	iell direct	LUIN 9 UI	10 1411	101740435
							l			1	1.	I	
											\$501 9878	XSI	
											£56 6118	XSZ	
					ļ	ļ					127 258	XSE	9 Adm
210,5012	*C0'4154	7177777	2127722		l						X88		241
\$1,071,252	10 7000e	410,000	710 2918	056 998	825.258	\$6,910	(928'18)	(\$85,282)	(52) 75)	(005,58)	(055'18)	m	Net Product Contribution
1041	0041	664	725 0875	DON STER	TO1 7512	SE6 278	152 218	6718	0\$	01	08	M	
1049	. 00 43	0041	9013	1611	961	561):	1644	1402	1405	IALL	0614		matelle tras bear

CONFIDENTIAL
FOR OUTSIDE COUNSEL ONLY

Stem Cell System Business forecast